

# MARKETING (MAR)

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## MAR 201 Principles of Marketing (3 credits)

Introduction to the complex and dynamic field of marketing and its systems. This course examines marketing's place in the firm and in society. Considered and analyzed are marketing research and strategies for product development, pricing, physical distribution and promotion, including personal selling, advertising, sales promotion and public relations.

**Course Rotation:** Fall, Spring, and Summer.

**Prerequisites:** Sophomore standing and above.

## MAR 221 Advertising Strategy & Creative (3 credits)

Experiential course designed to explore in detail the role of advertising and communication in marketing programs. Students learn how to develop an integrated marketing communications campaign and subject areas include developing strategy, executing advertising/communications programs and evaluating results.

**Course Rotation:** NYC & PLV: Fall and Spring

## MAR 222 Marketing Research (3 credits)

Basic research concepts and practices applied in solving marketing problems are developed. Particular attention is devoted to identifying marketing problem areas; formulating the research design, selecting sources of data, collecting data, sampling, constructing questionnaires, and processing and reporting the information.

**Course Rotation:** NYC: Fall, Spring, and Summer. PLV: Fall and Spring.

## MAR 223 Consumer Behavior (3 credits)

Survey of behavioral and social science concepts applied in marketing. Course orientation is toward the sociological aspects of consumption; the psychology of consumer preferences, decisions and spending behavior; and the role of motivation, persuasion and learning in marketing programs.

## MAR 331 Managerial Marketing (3 credits)

Managerial and operational problems involved in planning, organizing, operating and controlling a business firm's total marketing program are analyzed. Using the case study approach, emphasis is placed on considerations necessary for sound marketing-management decisions in product development, pricing, demand creation, and channel selection activities of the firm.

## MAR 332 Selling and Sales Management (3 credits)

Management of the selling function is stressed in developing concepts which relate to professional selling strategies, sales policies, organizational principles, motivation and training, forecasting, budgeting, evaluation and control.

## MAR 341 Advanced Sales Promotion (3 credits)

This course provides an understanding of sales promotion concepts and vehicles used in the development of effective marketing strategies. Students receive hands-on experience in developing sales promotion plans and programs.

**Course Rotation:** NYC: Spring - Even years. PLV: Fall - Even years.

## MAR 342 Public Relations (3 credits)

A foundation course dealing with the theory of communications, the concepts, and practice of public opinion, research, and the place of public relations in the corporate organization. Methods, tools, and techniques used in maintaining effective relations with customers are analyzed.

## MAR 343 Direct Marketing (3 credits)

This course is designed to produce an understanding of the purposes and techniques of direct marketing with emphasis on direct mail to aid communication, advertising, selling and solicitation. Creation of direct marketing strategy will be stressed.

## MAR 344 Customer Relationship Management (3 credits)

This course focuses on customer relationship management (CRM) and the customer-driven, market-based management practices that enable a business to attract, satisfy, and retain customers profitably. CRM focuses on keeping customers and improving customer relationships rather than acquiring new customers. Students will learn to properly use CRM to more accurately evaluate the market place, competitors and their positioning, and determine the lifetime value of the customer.

**Prerequisites:** MAR 250 and junior standing.

## MAR 345 Media Planning and Buying (3 credits)

Principles of media planning and buying are studied. This includes the formulation of media objectives, strategies, tactics, budgets, and schedules. All major media alternatives (e.g. prints, broadcasts, interactive) will be employed to support an annual integrated marketing communications program.

**Prerequisites:** MAR 321 and junior standing.

## MAR 346 Ad Team I - Brand Engagement Research, Strategy and Marketing Communication to Activate Brand Change (3 credits)

This course is an intensive, hands-on learning experience where all students in the class will function as part of an advertising agency to research, strategize, and develop marketing communications in order to activate brand change for an actual client. The course includes the preparatory Integrated Marketing Communications planning, the study of creative principles, and the research required for Ad Team II -The Brand Pitch (formerly known as MAR 348- Advertising Team Workshop), which is offered in the Spring. Students in this course will receive a campaign brief from the American Advertising Federation (AAF) as part of the National Student Advertising Competition (NSAC) and its sponsoring clients.

**MAR 348 Ad Team II - The Brand Pitch The Plan and Presentation to Win New Business (3 credits)**

In Ad Team II students develop a plan and presentation to win new business. A continuation of MAR 346, students work together to plan and execute an Integrated Marketing Communications (IMC) campaign for a major client as specified in the campaign brief supplied as part of the AAF National Student Advertising Competition. Under the guidance of a faculty advisor, the team operates as an agency and formulated an advertising and IMC plan, designing creative materials and media strategies, and presents the campaign in the eastern regional division of the AAF National Student Advertising Competition.

**MAR 349 Strategic Digital Marketing (3 credits)**

Online technologies play an important role in influencing how customers and firms interact with each other. Technology has influenced a wide range of marketing strategies from advertising to relationship with customers. The primary purpose of this course is to help the students learn about the basics of digital marketing including the role of search engines, website design, online advertising, social media marketing, email marketing and online reputation management.

**Prerequisites:** MAR 250 and junior standing. Not open to students who have taken MAR 349A.

**MAR 351 International Marketing (3 credits)**

Basic marketing concepts as they relate to the field of international marketing are explored in depth. Specific consideration is given to the significance of global marketing; government regulations; organizational structure of export-import enterprise; product, price, promotion, and credit policies and methods.

**MAR 352 International Advertising and Promotion (3 credits)**

Emphasis is on the role of advertising and sales promotion in the formulation and management of international business programs. Topics include advertising organizational structures, budget expenditures, and advertising effectiveness. Areas covered in sales promotion are trade fairs, exhibitions, and U.S. trade centers. Sales aids such as export sales catalogs, direct mail, samples and sales manuals are considered.

**Prerequisites:** MAR 250 and junior standing.

**MAR 356 International Marketing Field Study (3 credits)**

The International Marketing Field Study provides students with a unique opportunity to learn about business customs and practices in different cultures through intensive study and travel in a foreign country. Students will meet with foreign business managers, educators, and government officials to discuss contemporary issues and business practices. In addition, students will study the cultural values and norms of the country being visited and participate in various cultural events and activities. Prior to departure, students are required to have an approved research topic which will be developed during the field study. A research report incorporating the field experiences is due two weeks after the conclusion of the field study.

**MAR 356A International Field Study: Paris and Lyon, France (3 credits)**

**MAR 356B International Field Study: New York Metro Area (3 credits)**

**MAR 356C International Field Study: Mexico (3 credits)**

**MAR 356D International Marketing Field Study: Canada (3 credits)**

**MAR 356E Seminar in Marketing: Field Study of Emerging Markets and Technology in India (3 credits)**

The International Marketing Field Study provides students with a unique opportunity to learn about business customs and practices in different cultures through intensive study and travel in a foreign country. Students will meet with foreign business managers, educators, and government officials to discuss contemporary issues and business practices. In addition, students will study the cultural values and norms of the country being visited and participate in various cultural events and activities. Prior to departure, students are required to have an approved research topic which will be developed during the field study. Extensive use of Blackboard will be made to provide students with readings, case studies and web-assisted instructional materials. A research report incorporating the field experiences is due two weeks after the conclusion of the field study.

**Course Rotation:** TBA.

**Prerequisites:** MAR 250 Minimum Grade of D, or MAR 201 Minimum Grade of D, and junior standing.

**MAR 356F Field Study: Vietnam (3 credits)**

The International Marketing Field Study provides students with a unique opportunity to learn about business customs and practices in different cultures through intensive study and travel in a foreign country. Students will meet with foreign business managers, educators, and government officials to discuss contemporary issues and business practices. In addition, students will study the cultural values and norms of the country being visited and participate in various cultural events and activities. Prior to departure, students are required to have an approved research topic which will be developed during the field study. A research report incorporating the field study experiences is due two weeks after the conclusion of the field study.

**MAR 356G International Field Study: Singapore and Malaysia (3 credits)**

The International Marketing Field Study course provides students with an introduction to two leading southeast Asian economies. Singapore and Malaysia with a focus on marketing, keeping in mind the infrastructure and development. This course offers students the unique opportunity to study the cultural values and norms of two countries, and participate in various cultural events and activities. Upon arrival in the country, students will meet with educators, leading business professionals and embassy officials to discuss cutting edge business practices. In the fall term, students will present case studies, meet with embassy officials in NY, debate contemporary business topics and prepare reports pertaining to company visits. Upon the return, students will submit research reports pertaining to company visits.

**MAR 356R Field Study: Japan (3 credits)**

Japan has faced many of the same challenges as the U.S. including global competition and economic downturn. Students will have a unique opportunity to learn about how Japan is positioning itself for the future. Site visits will include a blend of companies, university, and government organizations. Students will also study the cultural values and norms of Japan and their relation to marketing and the economy.

**MAR 357 International Field Study New York Metro Area (0-3 credits)**

Students will visit multinational firms in the New York Metropolitan area to learn from and question executives about their business. Executives in charge of global marketing, advertising, investment and media activities will make formal business presentations specifically designed for Pace students. Attendance at the orientation sessions prior to the actual corporate visits is required. At these sessions, students will learn about sources for a research report and discuss different strategies for questioning executives.

**Prerequisites:** MAR 250 and junior standing.

**MAR 361 Retail Management (3 credits)**

The fundamentals of effective retail management store organization: buying, selling, advertising, sales promotion, personnel administration and finance are presented in the context of leading retail institutions, department stores, discount and specialty stores.

**MAR 363 Special Events Marketing for Arts, Entertainment and Sports (3 credits)**

This course takes a professional and managerial approach to the study of special events marketing. A full marketing plan is developed for an assigned subject. The course will focus on such topics such as understanding the arts, entertainment and sports industries creating and maintaining an identity in the marketplace, developing a target market strategy and sustaining a fan/subscriber/patron base, setting product and venue strategies, dealing with the media, forming community and sponsor relationships, making pricing decisions and weighing legal and ethical issues.

**MAR 364 Sports Marketing (3 credits)**

The upper-division marketing course is intended to introduce students to the world of sports business from a strategic marketing perspective. It is based on the belief that many of the best marketing practices employed in the more traditional consumer goods, entertainment, and a business-to-business industry can be effectively applied to organizations that offer sports as their primary output (e.g., teams, leagues, clubs, sports products and service firms), or use sports as communication vehicle. In addition, sports are uniquely creative and there are many aspects that cause them to behave differently from other brands, businesses and organizations.

**MAR 365 Fashion Marketing (3 credits)**

Fashion Marketing introduces the terminology and fundamentals of the fashion industry while examining the development of fashion products from concept to consumer. Students explore the core marketing activities surrounding the world of fashion. These activities include, but are not limited to, market segmentation, market research, consumer motivation, product strategy, pricing, promotions and retail distribution. Marketing principles, practices, and policies used by fashion manufacturers, wholesalers, and retailers will be explored. A global perspective of fashion marketing will also be discussed.

**Prerequisites:** Listed prerequisite and junior standing.

**MAR 366 Sports Sponsorship (3 credits)**

This course is intended as an overview of sports sponsorship as a component of integrated marketing communication (IMC) strategy. Major topics include an introduction to sponsorships in relation to segmentation, target marketing and integrated marketing communications. Integral to this discussion will be the development and selling of sponsorships to firms, financial evaluation of appropriate sponsorships and identification of different forms of sponsorships (e.g., entitlement, presenting and official). Special forms of sponsorship including, celebrity endorsements, licensing and venue naming rights will also be discussed.

**MAR 367 Luxury Marketing (3 credits)**

This course focuses on the branding and marketing of luxury goods with the contemporary global marketplace. Students will draw upon their knowledge of the arts and social sciences to better understand the concept of luxury. Additionally, the course will examine the marketing science, innovation and creativity that foster the development of luxury goods in the current business environment. A key facet of this course will be the opportunity to reimagine marketing strategies to meet luxury customers' specialized demands for value. Students will learn through hands-on projects the ways marketers manage their brands and customer relationships to fulfill this goal.

**MAR 368 Visual Analytics (3 credits)**

This is an application oriented course aimed at developing skills in getting, exploring, manipulating, analyzing, and presenting business data using data visualization. It will employ visualization software such as Tableau and Alteryx.

**MAR 372 Marketing Simulation (3 credits)****MAR 375 Social Media in Marketing (3 credits)**

This course introduces students to the various aspects of social media that influence marketing strategy. Students will analyze each of the four P's of the marketing mix and learn how social media has changed the way consumers respond to marketers. Specifically, the course will examine product development using social networking, altered pricing strategies as a result of social media, new digital distribution methods and communications strategies that integrate traditional, digital and social media. Students will learn how to research the social media landscape and evaluate strategies using appropriate metrics. We will also discuss elements of mobile marketing that apply to the marketing mix.

**MAR 394 Marketing Internship (0-6 credits)**

Marketing majors with strong academic records may apply to undertake a carefully planned work experience, under the supervision of a faculty advisor, which will demonstrate the practical application of their classroom training. Students are required to maintain a log of their internship activities and complete a paper which integrates work assignments with the study of marketing. Interested students should contact the Marketing Department.

**Course Rotation:** Fall, Spring, and Summer.

**MAR 395 Independent Study in Marketing (1-6 credits)**

With the approval of the appropriate faculty member, the department chair, and the academic dean, students may select a topic for guided research that is not included in the regular course offerings. The student meets regularly with the faculty member to review progress. A research project or paper must also be submitted.

**Course Rotation:** TBA.

**Prerequisites:** MAR 250, junior standing, and a minimum CPQA of 3.00.

**MAR 395A Independent Study in Marketing (A) (1-9 credits)****MAR 395B Independent Study in Marketing (B) (1-9 credits)****MAR 395C Independent Study in Marketing (C) (1-3 credits)****MAR 396 Special Topics in Marketing (1-6 credits)**

These courses offer the opportunity to study special topics in marketing. Please refer to the current schedule of classes for announcement of courses under this title.

**Course Rotation:** TBA.

**MAR 396A Topic: Multimedia and Home Page Creation (3 credits)****MAR 396B Topic: Personal and Career Marketing (3 credits)****MAR 396E Mercosul and Nafta-International Marketing Trade and Investment (3 credits)****MAR 396G Seminar: Trend Tracking (3 credits)**

These courses offer the opportunity to study special topics in marketing. Please refer to the current schedule of classes for announcement of courses under this title.

**MAR 396H Social Media in Marketing (3 credits)**

This course introduces students to marketing mix strategies with a focus on social media. Students will explore product development, pricing strategies, distribution and promotion within the digital marketing arena. The course offers opportunities to develop skills in segmenting and targeting consumer groups, understanding social media consumer behavior and insights and 360 degree marketing communication campaigns with emphasis on the digital market space. Students will be introduced to digital media vehicles including social media communication strategies and platforms and mobile marketing and will learn to successfully integrate digital with traditional media.

**Course Rotation:** Spring

**MAR 396K Special Topic: Seminar in Sports & Entertainment Business (3 credits)**

An interdisciplinary seminar designed to provide business majors in any field with a broad managerial perspective of the sports and entertainment world. Use of case study method to explore marketing, strategic, financial, and legal aspects of managing sports and entertainment entities.

**Course Rotation:** Spring (Even Years)

**MAR 396L Topic: Fan Behavior & Sports Marketing Analytics (3 credits)**

This course, involving both academic and practitioner input, focuses on a number of topics of significant interest for the sports industry. These are briefly outlined below: Sports Fan Behavior - the ephemeral, experiential and meaning-laden nature of the sports "product offering", together with the enduring and passionate character of the consumer/brand relationship as well as the socialized nature of its consumption, all suggest a unique domain of consumer behavior. This course seeks to enable understanding of the particular nature of sports consumption behavior. The Globalization of Sport - completion in sport, once largely restricted to national and regional market, has been transformed by developments in technology, particularly in relation to the internet and ongoing developments in broadcasting and related media devices. These development have created the platforms necessary for the globalization of sports at all levels (individual sport code, i.e. basketball, individual team, i.e. Dallas Cowboys, individual club, i.e. Real Madrid FC or individual athlete level, i.e. Roger Federer). Increasingly the focus of competition and the consequent marketing of sport take place on a globalized basis. Thus, this course represented a timely focus on a key area of business and marketing in sport. CRM and Data Analytics in Sport Marketing - CRM and Data Analytics, so profitably applied in other industries, are increasingly adopted in sports. This course focuses on the establishment and exploitation of CRM systems in sports as the key to more successful sports marketing. Data analytics, as the source of strategic and tactical insight and thus the key to more effective and beneficial customer relationships, is examined in a sports marketing context as an integral part of this course.

**Course Rotation:** NY; Fall

**MAR 396N Topic: Fundamentals of Innovation Engineering in the Sports Industry (3 credits)**

This engaging course will provide you with the knowledge and tools you need to take the first steps on your sports industry innovation journey. This course is designed to provide complete overview of the Innovation Engineering system. You'll learn how to innovate and to drive innovation in everything you do - and that means less planning and more doing, less talking and more action. In each of the 12 skills you'll learn something new that will build on your learnings from the previous skills, and you'll walk away with tools and techniques that you can use to generate ideas and make them a reality. Whether you are interested in product development, social innovation, or simply making the sports industry work you already do more meaningful, this class has been designed to prepare you for success.

**Course Rotation:** TBD

**MAR 399 Special Topics in Marketing (1-3 credits)****MAR 399A Special Topic: Entrepreneurship for Marketers (3 credits)****MAR 431 New Product Development (3 credits)**

This course covers the major phases of new product introduction in today's market. The Planning Stage: setting objectives, searching markets, idea development, and screening. The Development Stage: development of product, communication, prototype brand. Evaluation Stage: pre-testing, market testing. Emphasis is on factors leading to success and why many new products fail.

**Prerequisites:** MAR 201 or 250 and junior or senior credit standing.

**MAR 445 Advertising Campaigns (3 credits)**

A comprehensive workshop course in which students simulate the activities of a professional ad agency. Students conceive, produce, and integrate all the components necessary for an advertising campaign for a new or current product or service. The course provides practical advanced training in research, planning and budgeting as well as the creative and media functions of advertising agencies.

**MAR 459A International Marketing Seminar: French Business Culture (3 credits)****MAR 495 Business Honors Program Senior Thesis in Marketing (3 credits)**

The Business Honors Program (BHP) provides students with the unique opportunity to pursue advanced study of a topic in their major area under the direction of a faculty mentor. The focus of the project can be either scholarship (research) or leadership (application) oriented. It should address an important and/or current issue in the discipline while allowing the student flexibility for the manifestation of his or her unique interests and objectives. Successful completion of the senior thesis is required of all BHP students. The outcome of the project will be a written report and presentation. Abstracts of completed projects will be published in appropriate outlets.

**Course Rotation:** Fall and Spring.

**Prerequisites:** MAR 322 and senior standing in the Marketing Program and approval of Director or Associate Director of Business Honors Program.

**MAR 499 Advanced Marketing Management (3 credits)**

This capstone course focuses on the integration of marketing management concepts. Experiential exercises are employed to provide students with opportunities to develop skills in the evaluation, diagnosis, and formulation of marketing strategies and tactics. Case studies and an advanced marketing simulation exercise are significant components of this course. This course should be taken in the final semester of study in the marketing major.

**Course Rotation:** NYC: Fall, Spring, and Summer. PLV: Fall and Spring.